



DEPARTMENT OF THE NAVY  
HEADQUARTERS UNITED STATES MARINE CORPS  
2 NAVY ANNEX  
WASHINGTON, DC 20380-1775

MCO 5200.26A  
LFS  
26 Jun 02

MARINE CORPS ORDER 5200.26A

From: Commandant of the Marine Corps  
To: Distribution List

Subj: THE COMMANDER IN CHIEF'S ANNUAL AWARD FOR INSTALLATION  
EXCELLENCE

Ref: (a) SECNAVINST 1650.1

Encl: (1) Award Objectives  
(2) Nomination Instructions and Narrative Guidance

1. Situation. To issue procedures for participation in the Commander in Chief's (CINC's) Annual Award for Installation Excellence.

2. Cancellation. MCO 5200.26.

3. Mission. The President established the CINC's award in 1984 to recognize the outstanding efforts of the people within each military service/defense agency who operate and maintain the defense installations. The objectives of this award are outlined in enclosure (1).

4. Execution. All Marine Corps installations, regardless of location or size, are eligible to compete for this award.

a. Commander's Intent and Concept of Operations. Awards for installation excellence are as follows:

(1) Winning installation and two runners-up will be officially announced via MARADMIN message annually.

(2) The winning installation receives:

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(a) A trophy with the President's seal displayed for permanent retention by the installation.

(b) An Installation Flag of Excellence.

(c) A congratulatory letter signed by the President.

(d) A monetary incentive bonus of \$200,000 authorized by the Commandant of the Marine Corps (CMC). The winning command shall submit its proposed spending plan NLT 1 August, via naval message to the CMC (RF) and info CMC (LF). This information is required to coordinate with program sponsors for appropriate funding purposes only and not for approval. The CMC (RF) will release the funds during the first quarter of the following fiscal year.

(3) Special recognition certificates signed by the Secretary of Defense recognizing units/individuals making key, significant contributions to an installation's achievement in excellence will be available to all participating installations.

(4) A recommendation for the winning Command to be awarded the Meritorious Unit Commendation (MUC) will be submitted by the CMC (LFS) based on the winning award submission. The MUC recommendation will follow the same evaluation consideration process, as contained in the reference (Navy/Marine Corps Award Manual).

5. Administration and Logistics. Installation commanders may compete for the CINC's award by submitting nominations as outlined in enclosure (2).

a. Selection Procedures. The selection procedures are three-fold, as follow:

(1) A technical review committee consisting of representatives of Headquarters Marine Corps staff agencies is convened by the chairperson, CMC (LF). This committee reviews nominations and ranks the installations according to a numerical scale weighted toward quality-of-life factors.

(2) A General Officer Review Board is convened by the CMC (LF) to consider the top five nominations resulting from the technical ranking. The General Officer Review Board, will recommend the winning installation and two runners-up to the CMC (L) for approval.

(3) Upon approval, the recommendation is forwarded to the Deputy Under Secretary of Defense for Installations and Environment who sends the nominees from each service/defense agency to the Secretary of Defense. Notification of award winners is made by official press release from the Secretary of Defense.

b. Action

(1) Installation commanders submitting nomination packages will comply with nomination criteria in enclosure (2).

(2) The CMC (LF) will administer the CINC's Annual Installation Excellence Award Program.

5. Command and Signal

a. Signal. 30 September 02.

b. Command. This Order is not applicable to the Marine Corps Reserve.



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#### AWARD OBJECTIVES

1. Objectives. The primary focus of the award is to identify the installation in each military service/defense agency that has done the best job with its resources to support the mission, concentrating on imaginative and innovative management actions that promote total quality management.

a. Total quality management eliminates or reduces barriers to quality improvement and promotes delivery of high quality, as opposed to zero-defects, cost-effective services that are responsive to customer needs.

b. Successful quality-of-life programs foster wholesome conditions for individual Marines, Sailors, families, and communities and are associated with housing; health care; education; pay; morale, welfare, and recreation; facilities maintenance; and safe and healthful working environments. Quality of life and combat readiness have a direct relationship in developing a bond of partnership between military service/defense agency members, civilians, and their families.

c. The award is designed to:

(1) Generate interest and recognize innovative leadership in improving quality of life.

(2) Encourage competition to increase readiness by emphasizing installation management effectiveness.

(3) Recognize creative opportunities for economies and efficiencies in installation management.

(4) Promote ways to improve present organizational procedures and policies.

(5) Motivate people to present new ideas for management improvements and innovations.

(6) Recognize creative solutions to ensuring continued access to lands for training and reducing the constraints of encroachment on mission requirements.

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NOMINATION INSTRUCTIONS AND NARRATIVE GUIDANCE

1. Nomination Instructions

a. The award covers the 12-month period beginning 1 October and ending 30 September of the year preceding the year of recognition.

b. Nominations are submitted in standard naval letter format, Subject: Nomination for (Fiscal Year) CINC Annual Award for Installation Excellence--(Name of Installation).

c. Nominations are due to the Commandant of the Marine Corps (LF), Headquarters, U.S. Marine Corps, 2 Navy Annex, Washington, DC 20380-1775, by 31 December (postmarked date will be acceptable), following the end of the reporting period. To preserve equity in time allowed to compile nominations, extensions to the submission deadline will not normally be granted.

d. Failure to follow selection criteria (part B) will diminish an installation's ability to compete, resulting in lower or no consideration, as determined by the technical review committee.

2. Nomination Content. Each nomination will consist of two parts and will be submitted in 10-pitch font (photograph captions must be in 12-pitch font):

a. Background and Supporting Data (PART I). Used for general information and administrative purposes during the technical ranking, general officer review, MUC recommendation, and subsequent ceremonial event:

(1) Names and titles of specific individuals closely related to award nomination, at a minimum, the major staff/action officers, and the installation commander.

(2) Complete designation of the installation and its location:

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(a) Installation mission statement.

(b) Total personnel authorized and assigned by organization (those authorized and assigned as of the end of the reporting period).

(c) Total funds budgeted, authorized, and obligated for the fiscal year for base operating support.

(3) Local Information:

(a) Name of nearest civilian community.

(b) Names of principal local newspapers, radio, and television stations.

(c) Names of interested members of the Congress.

(4) Draft press release, one page, double-spaced.

(5) Input for the program brochure: Summary of the installation's achievements highlighting where the installation excelled (up to 250 words), should be typed using word 6.0 or 7.0 version, 10-12 pitch, New Times Roman, single spaced, and justified (Margin settings: Top .5; Bottom 2.5; Left .5; Right 3.5).

(6) Input for the keynote speaker:

(a) What you want said by the keynote speaker at the ceremony.

(b) Mention three or four outstanding items about the installation (no more than one half of a page).

(7) Congratulatory letter to be signed by the President. (A citation/commendation of the installation, up to 150 words maximum, in a double-spaced "Word 6.0 or 7.0 version, 12 pitch, New Times Roman" draft should be provided). Name and location of installation should be at the top of the page.

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(8) Special recognition certificates: An installation may nominate units, individuals, programs, and/or projects for special recognition by the Secretary of Defense. Nominees must have demonstrated exemplary achievements in keeping with the spirit of the CINC Award Program. Each participating installation should provide nominations for the special recognition certificates. Special recognition nominations are not to exceed one page. Wording to be used for special recognition certificates should be typed using Times New Roman 12 pitch, single columns, and left justified. Use the following format for special recognition nominations:

(a) Special recognition of an individual (not to exceed four lines):

Example:

Staff Sergeant John T. Smith, USMC  
Marine Corps Air Station  
Beaufort, South Carolina

(b) Special recognition of a unit/organization (not to exceed four lines):

Example:

To the men and women of  
Facilities and Services Division  
Marine Corps Logistics Base Albany, Georgia

b. Selection Criteria (Part II). Submissions will be reviewed by a panel of functional representatives, the technical review team, and numerically scored based on the following criteria.

(1) Narrative. A four-page typewritten narrative following the functional area outline in appendix A to enclosure (2). To maintain equity in the competition, anything over 4 pages will be discarded and will not be considered in the rating/ranking process. Narrative should be readable as an

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award write-up, include qualitative and quantitative descriptions, not Kiplinger style bullets. Describe the key points contributing to outstanding accomplishments/benefits in explicit terms that effectively relate the contribution to activity performance. Focus on the supporting establishment role of the installation versus the operational mission supported. For instance, operations of the physical plant necessary to sustain mission operations; initiatives taken by installation personnel to ensure continued access to air, land, and sea spaces for mission requirements; the personnel and financial support necessary to maintain an effective fighting force, and the operations and maintenance needed to sustain the installation or infrastructure.

(2) Address each major functional area in appendix A. The subtopics under each major functional area are merely indicators of functions or actions that might be considered and should be used as an aide to assist in the write-up. The commands should include other areas that were not listed under a major functional area, if appropriate. If a major functional area is not applicable, the installation must identify this area to receive a neutral numerical scoring. Otherwise, the command would receive no credit for that functional area. For example, if an installation has no housing to manage, indicate N/A (no housing).

### (3) Exhibits

(a) Eight photographs (8-inch by 10-inch color glossy or 8-inch by 10-inch, 150 Dots Per Inch (DPI) digital prints) that reinforce significant areas of accomplishments. Photos should illustrate active programs, innovative management, people doing things at the installation, etc. Collages are acceptable, each one will count as one photograph, but the size of separate photographs used in the collage should be considered carefully as these photographs are used for various purposes, involving exhibit display or reprinting. Reduction may render a collage unusable.

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(b) Include narrative captions describing each photograph, not to exceed six lines. The six lines must be 12-pitch font and landscape format for each 8-inch by 10-inch photograph or digital print. Captions are part of the technical evaluation and will be used during the ranking process to supplement the four-page narrative. Videotapes will not be considered in the award selection.

(4) Copies. Submit one original nomination package (with eight original 8-inch by 10-inch color glossy photographs or digital prints) under signature of the commanding general/commanding officer. Submit 12 copies of the nomination package (color, computer generated photos in lieu of originals are acceptable). Binding/packaging is not considered in the rating/ranking process.

(5) Submit a compact disc saved in the PDF format of Adobe Acrobat 4.0. After the winning installation is announced, their submission package will be posted on the HQMC website.

ENCLOSURE (2)



APPENDIX A

1. Administration

a. Office automation.

(1) Electronic processes and efficiencies gained.

(2) Files, records storage reduction.

b. Publications streamlining.

Elimination, consolidation or reduction of the number of base/station directives, reports, or forms.

c. Electronic communications

(1) Efforts to facilitate the paperless office.

(2) Initiatives to improve mail handling, routing, and distribution.

d. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

2. Contracting

a. Purchasing and contracting.

(1) Implementation of acquisition initiatives that yielded better business practices.

(2) Utilization of commercial item acquisition.

b. Information technology.

Management of Government-wide purchase card program.

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c. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

### 3. Fiscal

a. Timely and accurate reports/budgets.

b. Adequacy and efficiency of internal control reviews.

c. Adherence to budgetary policies and plans.

d. Efforts towards economies and efficiencies.

e. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

### 4. Inspections/Audits

a. Effectiveness of base/station inspections/quality assurance programs.

Management efficiencies gained or weaknesses revealed.

b. Results of external audits.

c. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

### 5. Legal

a. Legal advice that has improved readiness, administration, and management of resources.

b. Handling of claims for and against the Government that has direct impact on morale and savings.

c. Preventive law programs.

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d. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

6. Civilian Manpower Management

a. Accomplishments in improving the representation of women, minorities, and the handicapped in the civilian workforce.

b. Number of substantiated cases of employment discrimination.

c. Accomplishments in reducing the cost of the injury compensation program.

d. Savings generated through the Beneficial Suggestion Program and other employee incentive programs.

e. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

7. Training (Civilian and Military Workforce)

a. Career development.

(1) On-the-job training opportunities.

(2) Professional continuing education.

b. Innovative partnering with community sources.

c. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

8. Innovative Business Practices

a. Competitive sourcing alternatives; e.g., outsourcing, privatizing, and public/private ventures.

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b. Regionalization, consolidation, intra/interservice support efforts.

c. Productivity enhancement or management efficiencies.

d. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

9. Installation Strategic Planning

a. Communication of vision statements into goals oriented objectives.

b. Mechanisms in place to oversee installation priorities.

c. Ability to assess installation readiness and apply resources accordingly.

Use of tools, like Commanding Officers Readiness Reporting System (CORRS) and Activity Base Costing.

d. Integrated facility management to optimize services.

e. Outreach to regulatory agencies and local community to reduce encroachment constraints on the ability to complete mission requirements.

f. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

10. Energy Conservation

a. Achievement of specific energy goals.

b. Utility modernization.

c. Innovative improvements.

d. Money saved.

Appendix A to  
ENCLOSURE (2)

e. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

11. Environmental Management

a. Pollution prevention initiatives.

b. Hazardous waste cleanup.

c. Compliance with Federal, state, and local regulations.

d. Innovative environmental technologies.

e. Environmental compliance evaluation/regulatory inspection results.

f. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

12. Natural and Cultural Resources

a. Current and approved Integrated Natural and Cultural Resources Management Plans.

b. Natural and cultural resources inventories and plans.

c. Programmatic section 7 consultation for base/training operations.

d. Programmatic section 106 consultation for base/training operations.

e. Hunting/fishing/outdoor recreation.

f. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

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13. Fire Prevention/Protection.

- a. Fire Marshal inspection (percent satisfactory rating).
- b. Fire prevention education programs.
- c. Actual fire loss compared to value at risk.
- d. Cost efficiency programs, including reduction of personnel overtime.
- e. Emergency service delivery programs (EMS, special rescue, wildland).
- f. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

14. Safety

- a. Safety record.
  - (1) Number of miles per accident.
  - (2) Base/station mishap experience on a rate basis.
  - (3) Number of technical order changes, hazard reports, and material deficiency reports.
- b. Compliance with Occupational Safety and Health Administration standards.
- c. Innovative achievements in mishap prevention.
- d. Safety education and publicity.
- e. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

Appendix A to  
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15. Security

- a. Innovations to improve/increase security.
- b. Crime prevention programs.
- c. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

16. Support Services

- a. Health and dental services.
  - (1) Health and dental services management.
  - (2) Unit status and identity report.
  - (3) Good health and dental promotion programs.
- b. Commissaries. Use of customer feedback/quality control forms to monitor services.
- c. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

17. Messing

- a. Gain/loss on food service operations.
- b. Innovative improvements.
- c. Latest commercial concepts.
- d. Environmental improvements.

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e. Quality of food service.

f. Participation rate.

g. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

18. Bachelor and Family Housing

a. Contract maintenance.

Effective, measurable use to expedite change or occupancy, appliance replacement, and trouble calls.

b. Housing referral/relocation assistance program.

c. Utilization rate.

d. Revitalization and new construction.

Coordinated, base-wide planning programs to expedite design and construction projects.

e. Occupant satisfaction.

Use of customer feedback/quality control forms to monitor services.

f. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

19. Maintenance

a. Facilities.

(1) Percent improvement in CORRs rating for the eight standard facility classes.

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(2) Percent facilities inspected for maintenance/repair deficiencies.

(3) Percent of maintenance of real property (MRP) resources associated with preventive maintenance.

(4) Self-help program.

b. Garrison mobile equipment.

(1) Availability.

(2) Deadline for maintenance.

c. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

## 20. Public Works

a. Military construction projects.

b. O&M projects (construction/repair).

c. Nonappropriated fund projects.

d. Change orders (Quantity).

e. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

## 21. Marine Corps Community Services (MCCS)

a. Financial criteria.

(1) MCCS NAF sales increase, current year versus previous year.

(2) MCCS net profit, current year versus previous year.

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b. Customer satisfaction.

- (1) Percent of price savings.
- (2) Commander's perception of value (survey).
- (3) Patron satisfaction (survey, usage data).

c. Program offerings.

- (1) Number and variety of MCCS programs offered, considering size of command.
- (2) Number of new programs implemented/programmed.

d. Facilities.

- (1) Construction/Renovation initiatives programmed.
- (2) Locally funded projects.

e. Family Services.

- (1) Programs for enhancement of quality of life for families.
- (2) Quality of substance abuse counseling.
- (3) Child development.

f. Community relations.

- (1) MCCS participation in/support of local efforts.
- (2) MCCS participation in energy conservation, recycling efforts, environmental issues.

g. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

Appendix A to  
ENCLOSURE (2)

22. Public Affairs

- a. Efforts to publicize management actions/programs that make better use of resources.
- b. Good neighbor activities to local community.
- c. Outreach to local community to reduce encroachment constraints on mission requirements.
- d. Quality of base newspaper.
- e. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

23. Supply

- a. Innovative business practices, such as prime vendor.
- b. Automation.
- c. Customer responsiveness.
- d. Inventory reduction and storage savings.
- e. Awards (Federal/DoD/SECNAV/CMC, other and period covered).

24. Transportation

- a. Household goods shipments.
- b. Movement of personnel.
- c. Movement of freight.
- d. Automation.
- e. Awards (Federal/DoD/SECNAV/CMC, other and period covered).